

STOP THE FEAST OR FAMINE STRUGGLE



WORKBOOK
DAY FIVE #TASK 5

Task 5 Day 5

Set Up a System for Consistent Follow-Up

Congratulations on making it to our final day. Today, we're going to set up a follow-up system to make sure you're not missing out on future work. Consistent follow-ups are key to ending the feast-or-famine cycle.

There are a number of ways to keep existing customers interested in what we do in this instance we are looking at automated emails.

Why is this important?

Staying in touch with past customers keeps you top-of-mind when they need more work done. It's cheaper to keep an existing customer than to get a new one.

Today's Task

Step 1: Map out an email sequence for a new customer

Once you've completed a job for a customer, staying in touch can help build loyalty, generate reviews, and even encourage referrals.

- Decide the Purpose of Each Email: Examples include thanking them, requesting feedback, or offering additional services.
- Determine Timing: Space out emails to maintain engagement without overwhelming the customer.
- Write Headlines: Create subject lines that reflect the email's purpose.
- Visualise the Sequence: Outline your flow in a diagram.

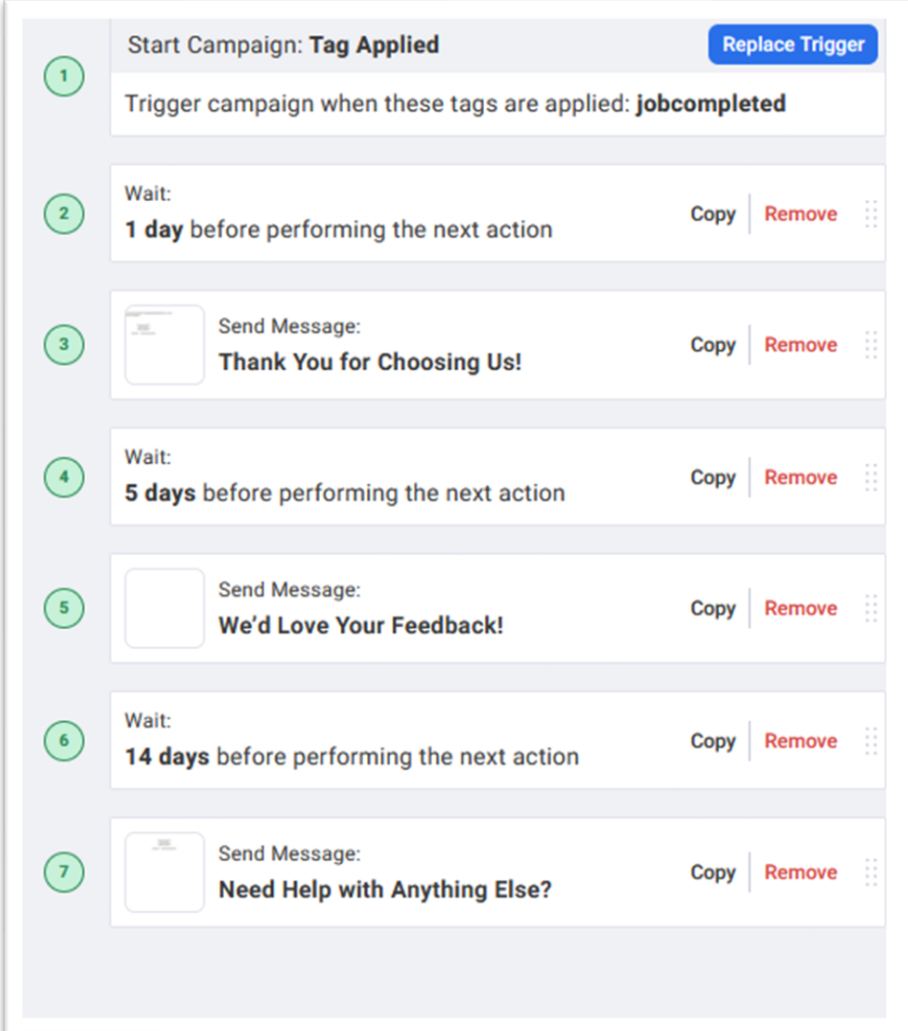
Example Sequence:

Email 1: Sent 1 day after the job. Subject line: "Thank You for Choosing Us!"

Email 2: Sent 5 days later. Subject line: "We'd Love Your Feedback!"

Email 3: Sent 14 days later. Subject line: "Need Help with Anything Else?"

Sample:



The screenshot displays a marketing automation sequence with seven steps, each with a numbered green circle on the left and a 'Copy' or 'Remove' button on the right. Step 1 is a 'Start Campaign: Tag Applied' trigger. Steps 2, 4, and 6 are 'Wait' actions with durations of 1 day, 5 days, and 14 days respectively. Steps 3, 5, and 7 are 'Send Message' actions with the following text: 'Thank You for Choosing Us!', 'We'd Love Your Feedback!', and 'Need Help with Anything Else?'. A 'Replace Trigger' button is located in the top right corner of the sequence.

Step	Action	Duration / Message	Options
1	Start Campaign: Tag Applied	Trigger campaign when these tags are applied: jobcompleted	Replace Trigger
2	Wait:	1 day before performing the next action	Copy Remove
3	Send Message:	Thank You for Choosing Us!	Copy Remove
4	Wait:	5 days before performing the next action	Copy Remove
5	Send Message:	We'd Love Your Feedback!	Copy Remove
6	Wait:	14 days before performing the next action	Copy Remove
7	Send Message:	Need Help with Anything Else?	Copy Remove

Step 2: Map out an email sequence for a failed quote (you didn't win the work)

When a potential customer doesn't accept your quote, it's important to follow up with a series of emails that keep the door open for future opportunities.

A well-crafted follow-up sequence can show professionalism, keep you top of mind, and encourage the customer to reach out again when they're ready to proceed.

Example Sequence:

Email 1: Sent 1 day after the failed quote. Subject Line: "Thank You for the Opportunity"

Email 2: Sent 3 days later. Subject line: "Need Help with Anything Else?"

Email 3: Sent 7 days later. Subject line: "Let's Keep in Touch for Future Projects"

The final email that emphasises building a relationship and invites the customer to reach out when they're ready, reminding them of your expertise. You can also ask for a review or feedback on why they chose another provider.

Sample:

The screenshot displays a marketing automation campaign sequence with the following steps:

- 1** Start Campaign: **Tag Applied** (Replace Trigger)
Trigger campaign when these tags are applied: **failedquote**
- 2** Wait:
1 day before performing the next action (Copy | Remove)
- 3** Send Message:
Thank You for the Opportunity (Copy | Remove)
- 4** Wait:
3 days before performing the next action (Copy | Remove)
- 5** Send Message:
Need Help with Anything Else? (Copy | Remove)
- 6** Wait:
7 days before performing the next action (Copy | Remove)
- 7** Send Message:
Let's Keep in Touch for Future Projects (Copy | Remove)

Step 3: Write a sample email that you might send when a quote fails

Example email follow up:

Hi *[Customer's Name]*,

Thank you for giving us the opportunity to provide a quote for your *[project type]*. While I understand you've chosen another direction for this project, I truly appreciate the chance to connect with you.

If you need assistance with any future projects or have questions down the line, I'd be happy to help. Don't hesitate to reach out—we're always here to provide reliable and professional service whenever you need it.

Wishing you the best with your project, and I hope we can work together in the future.

Best regards,
[Your Name, business and contact details]

Create your own email follow up for a failed quote:

Day 5 Action Steps:

Go to the Task post and comment **#MissionComplete**, then in a separate comment...Type a sentence or two that describes your experience doing this challenge and how it has helped you.

Then,

1. Share/post Your Flow Charts
2. Share your sample message for a failed quote.

Once again, I want to take this opportunity to thank you for taking part in the challenge and would love for you to keep me posted on your progress. You can do this by posting your results to our open group at:

<https://www.facebook.com/groups/SparksBlueprint/>



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